City Dealer to Switch Lines

National Quits Ford

By HARRY YOUNG
Colonist Business Editor

Because Ford of Canada will not allow them to handle any small car lines, National Motors of Victoria is giving up its 50-year association with Ford.

The big Yates Street firm, headed by Logan Mayhew announced yesterday that after June 30 it would switch from Ford to a new dealership handling the popular imported cars which now command more than half the local market.

National Motors will be put up for sale. The sale will be either for the Ford franchise alone or for the complete operation on Yates Street.

If it is not sold by June 30, Mr Mayhew will continue to run National Motors from the present premises. If the firm is sold, Mr. Mayhew will incorporate a new company to handle his new enterprise at another site in Victoria.

There is no question of the present organization going out of business.

$2,200 TO $12,000

The new lines to be handled by National are the British Singer Gazelle ($2,200 car class); the Italian Fiat range ($1,500 to $3,000) and the German Mercedes-Benz ($3,300 to $12,000).

Mr. Mayhew said he was reluctant to part company with Ford after a long, pleasant and formerly profitable relationship.

But there was no option. Ford of Canada will not allow its metropolitan dealers to extend their range of products.

The car situation in Victoria is that more than half the cars sold are the smaller imported cars, and Mr. Mayhew feels the percentage will grow higher in future.

NOT JUSTIFIED

"Many motorists do not consider the investment justified in the Detroit design of bigger, longer, wider and costlier cars," said Mr. Mayhew.

For some time National Motors, and other metropolitan Ford dealers in Canada have attempted to sway the Ford of Canada dealership policy that would enable them to look after other makes of cars.

They have up to now been unsuccessful.

Even the English Fords have to be handled by separate dealers in the metropolitan areas.

In Victoria National Motors has sold Ford, Monarch and Edsel cars; Merlin Motors distribute Meteor, Mercury and Lincoln, while English Car Centre looks after the Ford of England products.

SERVICE CONTINUES

Although breaking with Ford, National Motors states it will continue to serve the thousands of cars they have sold to customers in the past, so long as that service is required.

This is the second large West Coast franchise lost to Ford in the past few months.

The Vancouver firm of Clark Simpkins, Ford's largest in B.C., also turned over to the small car market earlier this year.

Montreal Bonds

MONTREAL (CP) — Long-term Government of Canada and provincial issues were slightly easier on a quiet Montreal bond market. Other bonds were unchanged.

Pilots' Car Flew 120 Feet
Negligence Trial Testimony

The car which carried a marine pilot to his death here last August took off "as though it had come to the end of a ski jump, shot up in the air about five feet and landed 120 feet away."

This testimony was given in Assize Court yesterday by Richard Steel, 2138 Central, local superintendent of customs.

He was testifying in the first day of the criminal negligence trial of another marine pilot, Capt. Patrick Morrison of South Burnaby.

It is claimed Capt. Morrison was the driver of the car which crashed Aug. 21 "in a cloud of dust" at Douglas and the Trans-Canada Highway.

Fatally injured was Capt. William Boyce, 41, of Vancouver. Seriously injured and confined to hospital for lengthy periods were Capt. Morrison and a second passenger, also a marine pilot, Capt. John McKay, 36, Vancouver.

Steel said he was stopped on Douglas at the intersection, facing Victoria.

"Suddenly a car passed mine on the right-hand side at a very high speed . . . 50 to 80 miles an hour. It went straight through the stop sign, with no indication of braking or decelerating. It continued on a straight path until it hit the tile road divider dead ahead."

Mr. Steel said that after the "ski-jump" flight of the vehicle, a lamp standard was broken by the impact.

Scarlet Fever In Mild Form At High Point

Scarlet fever, mostly in a mild form, is at a high point in the Victoria - Esquimalt health district.

Medical health officer Dr. Elizabeth Mahaffy said yesterday about 50 cases had been reported recently, but only one new case in the past week. In the whole of last year, however, there were only 19 cases, and the year before, 43 cases.

Traffic Fines

SAANICH

Frederick Snelling, 101 Island Highway, no B.C. licence plates, $25.

Stanley H. Hawkins, Ganges, no 1959 plates, $25.

Arthur Yale Allison, 710 Daffodil, driving truck with insecure load, $15.

Arnold Bennett Elliott, 1540 Burnside, no current licence plates, $25.

Herbert Alton, 1811 Oak Bay, careless driving, $35; no driver's licence, $25.

Claude Arnold Brousson, 4474 Torquay, licence plates on wrong car, $25.

CNR Says 'Pay Later'

MONTREAL (CP)—Canadian National Railways will offer a "go now — pay later" plan starting April 1, first railway plan in Canada.

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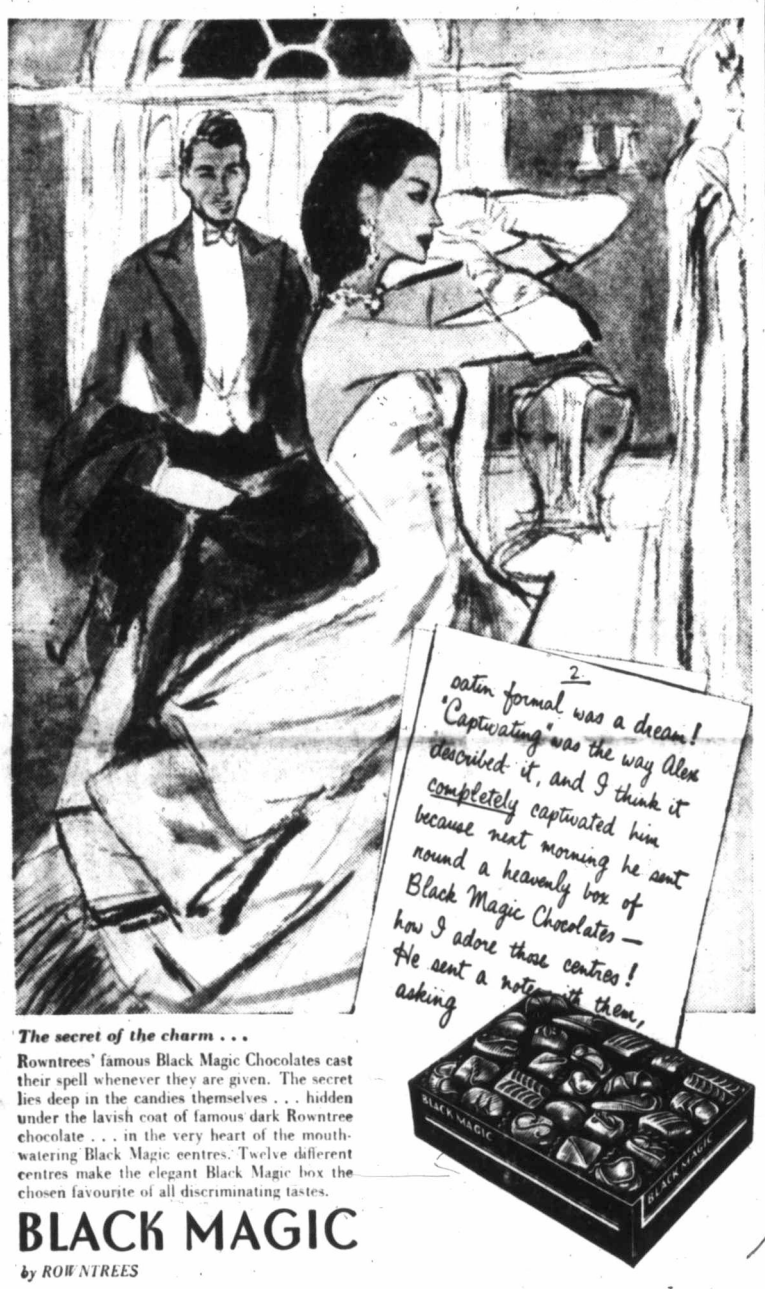

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